

South Bay Cities Council of Governments

May 8, 2017

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

RE: Contract with Pro Forma Advisors

BACKGROUND

Within the budget for the Strategic Growth Council, there is funding for a consultant to do an economic analysis of several of the strategies that are being included.

The Land Use and Transportation Chapter of the Climate Action Plans will contain a number of land use policy initiatives that will reduce GHG emissions. For example, conversion of retail strips to medium density housing and development of a system of neighborhood centers. The economic analysis will identify the conditions under which these policy initiatives will be economically feasible. This information will prevent the SBCCOG from recommending policies that are inconsistent with market forces that determine redevelopment potential.

SOLE SOURCE JUSTIFICATION

Pro Forma Advisors (PFA) has been selected as the sole source for this contract based on the following:

- PFA is familiar with Sustainable South Bay Strategy and its land use component, Neighborhood Oriented Development, thereby saving time and money for strategy orientation.
- Pro Forma Advisors was previously selected in a competitive bidding process for a neighborhood oriented development (NOD) analysis in 2014; and produced the “proof on concept” analysis on the Marine Ave. Study area in 2010 (known at that time as Economic Research Associates) as part of the RBF Consulting team which won a competitive bid process.
- Time is short to complete this work which would be seriously delayed if a competitive bid process was followed.
- The fee for this work is a relatively modest \$25,000 which does not justify an expensive bidding process including soliciting proposals by issuing an RFP.

RECOMMENDATION

Recommend that a contract be given to Pro Forma Advisors to start work immediately due to time constraints and that the Board be notified. Funding is from the Strategic Growth Council grant.